

## ORDER



WZZM 13

**Orders**  
**Order / Rev:** 713682  
**Alt Order #:** 06314959  
**Product Desc:** MI GOP 2012  
**Estimate:**  
**Flight Dates:** 10/10/12 - 10/16/12  
**Original Date / Rev:** 09/14/12 / 09/14/12  
**Order Type:** Political

**Primary AE:** Kristen Waskie  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Strategic Media Services  
**Buying Contact:**  
**Billing Contact:**  
 3299 K Street NW Suite 200  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** MI GOP  
**Demographic:** A35+  
**Product Codes:** IS-Issue/Non Ballot  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/16/12	41	\$22,425.00	\$19,061.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	41	\$22,425.00	\$19,061.25	0.00
<b>Totals</b>	<b>41</b>	<b>\$22,425.00</b>	<b>\$19,061.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristen Waskie			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WZZM 13	22%	\$22,425.00
Market	100%	\$101,931.82

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WOOD	35%	\$35,676.14
WOTV	0%	\$0.00
WWMT	33%	\$33,637.50
WXMI	10%	\$10,193.18
WXSP	0%	\$0.00
WZPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WZZM	10/10/12	10/14/12	M-Su 11-1135p LN M-Su Late News	CM	11-1135p	--WT--S	:30	3	\$800.00	P-1	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--WT--S		3				\$800.00		0.00			
2	WZZM	10/16/12	10/16/12	M-Su 11-1135p LN M-Su Late News	CM	11-1135p	-T-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----		1				\$800.00		0.00			
3	WZZM	10/11/12	10/11/12	M-F 6-7a M-F Morning News	CM	6-7a	---T---	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WZZM	10/11/12	10/11/12	M-F 6-7a M-F Morning News	CM	6-7a	---T---	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---T---		1				\$450.00		0.00			
4	WZZM	10/16/12	10/16/12	M-F 6-7a M-F Morning News	CM	6-7a	-T-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-T-----		1				\$450.00		0.00			
5	WZZM	10/10/12	10/12/12	M-F 7-9a M-F Good Morning America	CM	7-9a	--WTF--	:30	3	\$550.00	P-1	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--WTF--		3				\$550.00		0.00			
6	WZZM	10/15/12	10/16/12	M-F 7-9a M-F Good Morning America	CM	7-9a	MT-----	:30	2	\$550.00	P-1	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MT-----		2				\$550.00		0.00			
7	WZZM	10/11/12	10/11/12	M-F 1030-11am Millionaire	CM	1030-11a	---T---	:30	1	\$125.00	P-1	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---T---		1				\$125.00		0.00			
8	WZZM	10/16/12	10/16/12	M-F 1030-11am Millionaire	CM	1030-11a	-T-----	:30	1	\$125.00	P-1	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-T-----		1				\$125.00		0.00			
9	WZZM	10/10/12	10/12/12	M-F 12-1230p Noon News	CM	12-1230pm	--W-F--	:30	2	\$450.00	P-1	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--W-F--		2				\$450.00		0.00			
10	WZZM	10/15/12	10/15/12	M-F 12-1230p Noon News	CM	12-1230pm	M-----	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1				\$450.00		0.00			
11	WZZM	10/10/12	10/12/12	M-F 3-4p Katie	CM	3-4p	--WTF--	:30	3	\$180.00	P-2	0.00	NM	3	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--WTF--		3				\$180.00		0.00			
12	WZZM	10/15/12	10/16/12	M-F 3-4p Katie	CM	3-4p	MT-----	:30	2	\$180.00	P-2	0.00	NM	2	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MT-----		2				\$180.00		0.00			
13	WZZM	10/12/12	10/12/12	M-F 4-430pm Judge Judy	CM	4-430p	----F--	:30	1	\$375.00	P-1	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	----F--		1				\$375.00		0.00			
14	WZZM	10/15/12	10/16/12	M-F 4-430pm Judge Judy	CM	4-430p	MT-----	:30	2	\$375.00	P-1	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MT-----		2				\$375.00		0.00			
15	WZZM	10/10/12	10/12/12	M-F 430-5pm Judge Judy	CM	430-5p	--W-F--	:30	2	\$375.00	P-1	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--W-F--		2				\$375.00		0.00			
16	WZZM	10/15/12	10/15/12	M-F 430-5pm Judge Judy	CM	430-5p	M-----	:30	1	\$375.00	P-1	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1				\$375.00		0.00			
17	WZZM	10/12/12	10/12/12	M-F 530-6pm M-F News	CM	530-6p	----F--	:30	1	\$625.00	P-1	0.00	NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
17	WZZM	10/12/12	10/12/12	M-F 530-6pm M-F News	CM	530-6p	----F--	:30	1	\$625.00	P-1	0.00	NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	----F--		1				\$625.00		0.00			
18	WZZM	10/15/12	10/16/12	M-F 530-6pm M-F News	CM	530-6p	MT-----	:30	2	\$625.00	P-1	0.00	NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MT-----		2				\$625.00		0.00			
19	WZZM	10/10/12	10/12/12	M-F 6-630p M-F News	CM	6-630p	--WTF--	:30	3	\$1,050.00	P-1	0.00	NM	3	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--WTF--		3				\$1,050.00		0.00			
20	WZZM	10/15/12	10/16/12	M-F 6-630p M-F News	CM	6-630p	MT-----	:30	2	\$1,050.00	P-1	0.00	NM	2	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MT-----		2				\$1,050.00		0.00			
21	WZZM	10/16/12	10/16/12	M-F 630-7p M-F ABC World News	CM	630-7p	-T-----	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-T-----		1				\$1,800.00		0.00			
22	WZZM	10/11/12	10/11/12	M-F 7-730p M-F Entertainment Tonight	CM	7-730p	---T---	:30	1	\$425.00	P-1	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---T---		1				\$425.00		0.00			
23	WZZM	10/16/12	10/16/12	M-F 7-730p M-F Entertainment Tonight	CM	7-730p	-T-----	:30	1	\$425.00	P-1	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-T-----		1				\$425.00		0.00			
24	WZZM	10/13/12	10/13/12	WZZM Sat Weekend AM Sat Weekend AM News	CM	6-8a	-----S-	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1				\$175.00		0.00			
25	WZZM	10/14/12	10/14/12	Su 8-9a Su Good Morning America	CM	8-9a	-----S	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1				\$300.00		0.00			
26	WZZM	10/14/12	10/14/12	Sun Early News Sun Early News	CM	Sun Early News (6:28 PM-7:00 PM)	-----S	:30	1	\$575.00	P-1	0.00	NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1				\$575.00		0.00			
													Totals	41	\$22,425.00